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1. A computer implemented method for transporting data in a data warehousing application, comprising the steps of:
- 5 a) extracting data from at least one source containing data having a standard data structure;
- b) translating said data to form translated data containing meaningful business terms;
- c) loading said translated data into a staging area;
- 10 d) processing said translated data to obtain data having a common structure;
- e) transforming said data having a common structure into a format suitable for loading into a data warehouse; and
- f) storing the data transformed in step e).
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2. A computer implemented method as recited in Claim 1 wherein step b) further comprises performing joins in said data.
3. A computer implemented method as recited in Claim 1 wherein step
- 20 b) further comprises presenting source fields of said data in a form that is understandable to a user.

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4. A computer implemented method as recited in Claim 1 wherein said at least one analytic business component encapsulates extraction logic as data is moved from said data source.

5 5. A computer implemented method as recited in Claim 1 wherein step c) further comprises:

c1) denormalizing at least some of said translated data;

c2) joining tables from said translated data;

c3) normalizing at least some of said translated data; and

10 c4) cleansing said translated data.

6. A computer implemented method as recited in Claim 1 wherein step d) further comprises converting source-specific terminology into analytic data interface terminology.

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7. A computer implemented method as recited in Claim 6 wherein step d) further comprises performing source specific configuration by setting data indicators and choosing a set of rows that will be put into said data warehouse.

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8. A computer implemented method as recited in Claim 7 wherein step
d) further comprises

- d1) combining extract-specific staging area objects;
- d2) providing a common way to flag a record to be deleted; and
- 5 d3) performing data type conversions.

9. A computer implemented method as recited in Claim 8 wherein said
data type conversion is performed by publishing the structure of each field
and converting said data type using a consistent approach.

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10. A computer implemented method as recited in Claim 1 wherein
step e) further comprises cleaning data by enforcing commonalties in dates,
names and other data types.

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11. A computer implemented method as recited in Claim 1 wherein
step e) further comprises

- e1) consolidating business concepts across an entire value change
into integrated structures that are suitable for querying and reporting; and
- e2) normalizing source definition differences into a single common
20 definition.

12. A system for transporting data to a data warehouse comprising:
at least one staging area, said at least one staging area adapted to
store data;

at least one analytic business component coupled to a data source and
5 coupled to said at least one staging area, said analytic business component
for translating operational data from said data source into translated data
containing meaningful business terms;

at least one source adapter coupled to said at least one staging area
for processing said translated data to obtain data having a common structure;
10 and

an analytic data interface coupled to said source adapter and adapted
to receive said data having a common structure, said analytic data interface
transforming data for loading into a data warehouse.

13. A system as recited in Claim 12 wherein said at least one staging
15 area is one or more target in a warehouse designer that includes staging area
tables.

14. A system as recited in Claim 12 wherein said at least one analytic
20 business component is source-specific and wherein said at least one analytic
business component includes at least one maplet in a warehouse designer.

15. A computer readable media for causing a computer to perform a method for transporting data in a data warehousing application, comprising the steps of:

- 5 a) extracting data from at least one source containing data having a standard data structure;
- b) translating said data to form translated data containing meaningful business terms;
- c) loading said translated data into a staging area;
- 10 d) processing said translated data to obtain data having a common structure;
- e) transforming said data having a common structure into a format suitable for loading into a data warehouse; and
- f) storing the data transformed in step e).

15 16. A computer implemented method as recited in Claim 15 wherein step b) further comprises performing joins in said data.

17. A computer implemented method as recited in Claim 15 wherein step b) further comprises presenting source fields of said data in a form that is
20 understandable to a user.

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18. A computer implemented method as recited in Claim 15 wherein
step c) further comprises:

- c1) denormalizing at least some of said translated data;
- c2) joining tables from said translated data;
- 5 c3) normalizing at least some of said translated data; and
- c4) cleansing said translated data.

19. A computer implemented method as recited in Claim 15 wherein
step d) further comprises

- 10 d1) combining extract-specific staging area objects;
- d2) providing a common way to flag a record to be deleted; and
- d3) performing data type conversions.

20. A computer implemented method as recited in Claim 15 wherein
15 step d) further comprises performing source specific configuration by setting
data indicators and choosing a set of rows that will be put into said data
warehouse.

21. A computer implemented method as recited in Claim 15 wherein
20 step e) further comprises cleaning data by enforcing commonalties in dates,
names and other data types.

22. A computer implemented method as recited in Claim 15 wherein
step e) further comprises

e1) consolidating business concepts across an entire value change
into integrated structures that are suitable for querying and reporting; and

5 e2) normalizing source definition differences into a single common
definition.

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